

WHY ONSCREEN?

Advertising on the cinema screens is a very effective way to get the results you are looking for. Here's how:

1 TARGET AUDIENCE

Despite advances in home theater technology, the movie industry is still breaking records each year. Whether it's a comedy, action or drama, these are your customers who are going to the movies.

2 CAPTIVE AUDIENCE

Movie-patrons are inside the cinema waiting for their movie to start. Unlike radio or newspaper advertising they cannot change the channel or turn the page. If it's on the screen then it's being seen.

3 HIGH RETENTION

Statistics show that the average movie-patron shows up 16 minutes before the movie begins and retains what they saw 78% of the time afterwards. That is higher than all other conventional advertising.

4 LOOKS COOL

There's nothing like seeing your business in glamorous full color 1080p HD display on a giant cinema screen. Sign up today and Be Seen Onscreen.

SIGN UP TODAY



Juneau: 364-4601
Outside Juneau: (907/888) 364-4601



akonscreen.com/orders



info@akonscreen.com

Sitka: 4 HD screens
Ketchikan: 2 HD screens, 1 Menu Board
Juneau: 7 HD screens, 2 Menu Boards



2016 Alaska Grafix, 4925 Steelhead St.



Juneau, AK 99801, www.akonscreen.com

*Alaska
Grafix.*

SE ALASKA
HD DIGITAL CINEMA ADVERTISING

2016 **RATES**



AD SPECIFICATIONS

1080p HD = 1920px X 1080px

Our cinema advertisements are designed to standard 1080p HD dimensions. You don't need bleeds because these ads are not for print, but you should keep text within 80px from the edges. PDF, PNG or JPG are ideal formats at Max quality with 0% compression.

Video or animated ads can be 15, 18, 24 or 30 second lengths at 30fps, plus a half second lead-in and lead-out without fades. MP4 or Quicktime MOV are ideal formats. Higher bitrates produce better quality.

Final Image ads can be sent to files@akonscreen.com. Large video files can be shared using Google Drive, Box.com, Dropbox.com or Hightail.com.

Design Layout Template: <http://akonscreen.com/template>

Add Audio Cues for Voice or Music: Weekly rate = \$3/screen.
Lobby Menu Boards: Weekly rate = \$12/cinema (JNU, KET only)
Save 25% Off Double Exposure or Double Length.
Save 33% Off Triple Exposure or Triple Length.

ADD PRO SERVICES

Have us design your ad using any of our professional services for a discounted production rate of \$80/hour*:

- ✓ LOGO DESIGN
- ✓ GRAPHIC AD LAYOUT
- ✓ VIDEO PRODUCTION
- ✓ ANIMATED EFFECTS
- ✓ VOICE OVER PRODUCTION

FOR ADVERTISING

THAT GETS RESULTS

BE SEEN ONSCREEN

Alaska Grafix is an independently-owned business offering cinema advertising services and is not affiliated with Gross-Alaska Theatres, Inc. or The Sitka Coliseum Theatres as a business entity.

* Regular Alaska Grafix freelance production rates are \$120/hr for non-cinema advertising projects. Logos designed by Alaska Grafix are property of Alaska Grafix and require additional purchasing rates to be used outside of cinema advertising.

WEEKLY RATES: 15 Second Standard Display More Rates: <http://akonscreen.com/rates> Rate Generator: <http://akonscreen.com/orders>

1-3 WEEKS	\$25.00 /scr 1-3 screens	\$23.00 /scr 4-6 screens	\$21.00 /scr 7-10 screens	\$20.00 /scr 11-12 screens	\$19.00 /scr 13 screens
4-15 WEEKS	\$23.00 /scr 1-3 screens	\$21.00 /scr 4-6 screens	\$20.00 /scr 7-10 screens	\$19.00 /scr 11-12 screens	\$18.00 /scr 13 screens
16-29 WEEKS + 4 Bonus Weeks	\$21.00 /scr 1-3 screens	\$20.00 /scr 4-6 screens	\$19.00 /scr 7-10 screens	\$18.00 /scr 11-12 screens	\$17.00 /scr 13 screens
30-43 WEEKS + 6 Bonus Weeks	\$20.00 /scr 1-3 screens	\$19.00 /scr 4-6 screens	\$18.00 /scr 7-10 screens	\$17.00 /scr 11-12 screens	\$16.50 /scr 13 screens
44 WEEKS + 8 Bonus Weeks	\$19.00 /scr 1-3 screens	\$18.00 /scr 4-6 screens	\$17.00 /scr 7-10 screens	\$16.50 /scr 11-12 screens	\$16.00 /scr 13 screens